

HUDSON Newsletter



Inside Newsletters . .

. . . and Automotive News

Tomorrow's Motor Car Today

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BURGDORF MOTOR COMPANY

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MERRIE OLDE MAY — In Tudor England, even the King went a-Maying. On May 1, everyone — prince or pauper — was up at the crack of dawn to gather flowers, dance around the Maypole. In 1661, King James II, then Duke of York, personally supervised the erection of a Maypole 134 feet high in the Strand . . . Astrologers say that Taurus, the Bull, rules from April 19 to May 20. People born under this sign are supposed to be emotional, powerful, active and quick; their faults are likely to be stubbornness and jealousy.

"In the hands of a reckless driver, some cars last a lifetime." — Dan Bennett

THINKING OF THE LONG RUN? — Everyone is concerned these days about shortages of certain materials and curtailments of this and that. At the same time, he is naturally attempting to weigh these factors in terms of his own needs for the next few years . . . If you are considering a new car, drop around to your Hudson Dealer and talk the situation over with him. If you act promptly, the chances are that he'll surprise you with the deal he can offer you on your present car and he possibly will be able to give you the very Hudson model that you desire. Hudson is the most durable car your money can buy — and you'll protect your future by buying a New Hudson now.

"She's mentioned in her husband's will—but in such language!" — Hy Gardner

FAMOUS LAST WORDS — "You buy the seeds, and I'll do the planting" . . . "It came straight from the jockey. Let's shoot the works" . . . "This is just like drinking water" . . . "My wife trusts me" . . . "My neighbor just bought a bigger screen" . . . "She's in love with me, not my money" . . . "Go ahead and deduct it — they'll allow it" . . . "Oh, well, it needed to go to the cleaners, anyway" . . . "Let Daddy show you how it works."

"It's always easy to minimize the other fellow's troubles." — Ruth Schmidt

CHECK YOUR CAR — CHECK ACCIDENTS — May is National Safety Month, and Hudson Motor Car Company joins safety authorities everywhere in urging safe, careful, considerate driving . . . Safe driving is competent driving, not timid driving. Safe driving demands concentration and courtesy. Safe driving is a knowledge of what your car will do in every situation . . . Safe driving also involves driving a safe car. Have your Hudson Dealer check your brakes, tires, lights, exhaust system, wheel alignment, horn, steering and windshield wipers. These are trouble spots that could possibly cause accidents if neglected.



DAFFYNITIONS — Civilization: From shoeless toes to toeless shoes . . . Crime probe: Kefauver kefever . . . Patriotic German: Rootin' Teuton . . . Gossip: Vice of the people . . . Personnel Office: Scene of fired-side chats . . . Old maid: Slipping beauty . . . Waterworks: Woman's tears . . . "Cheese-cake" photo: Clothes-up . . . Church: Soularium . . . Pawnbroker: Fellow living off the flat of the land . . . Gold digger: Gal who mines her own business . . . Retired chef: Hashbeen . . . Crime reporter: Noose hound . . . Dancing Oriental: Terpsi-Korean.

"It's fifty-fifty at our house. I tell my wife what to do and she tells me where to go." — Al Bernsen

THAT FAMOUS RUGGEDNESS! — A Hudson Owner and Newsletter reader recently wrote your Hudson Reporter about removing the back seat in his car and transporting a heavy electric organ to another city . . . From the newspapers in Chicago comes this startling excerpt: "A 1,000 pound Brink's safe, which burglars had been unable to open, was found today in the back seat of a 1950 Hudson sedan stolen Monday." . . . Hudson's famous Monobilt construction meets every test of sturdiness!

"It took just five defeats in a row to stop it being the Pacific Boast Conference." — Paul Larmer

USEFUL SENTENCES FOR PARENTS — A Hudson Owner sends us these ten sentences, which he believes come into most frequent use in his home. Do they apply to your household, too? . . . (1) Where's your other shoe? . . . (2) Give it back to the little boy . . . (3) I warned you it would break, didn't I? . . . (4) Sh-h-h-h-h . . . (5) Why can't you bend over your plate? . . . (6) Not now, I said . . . (7) Who did that? . . . (8) Because — well, it just does, that's all . . . (9) Take that out of your mouth right now . . . (10) No! Now quiet down and go to sleep.



"If women are more honest than men, why do they keep falsifying their figures?" — Arnold Glasow

THOUGHT STARTERS — A juicy, thick steak will improve the taste of any meat sauce . . . When she runs her fingers through your hair, she's after your scalp . . . Asked what kind of time she had in New York, the sweet young thing replied, "Eastern Standard" . . . Drinking a milk shake with a mustache must be quite a strain . . . Punishment for bigamy is two mothers-in-law . . . The original high prices weren't so bad — it's the upcreep . . . A good night's sleep is the best eraser in the world . . . Too many people stop looking for work when they get a job . . . There's a difference between spring fever and spring fervor . . . This is still a free country, where a man can do as his wife pleases . . .

"See your dentist twice a year and your draft board twice a decade." — Maurice Lazare

MOTHER'S DAY QUIZ — Ever since Woodrow Wilson signed a proclamation on May 8, 1921, the second Sunday in May has been set aside in tribute to mothers all over the country . . . See how well you fare on these questions about mothers and Mother's Day: (1) What flower is worn on Mother's Day, as representative of mother love? . . . (2) Who painted the world-famous "Artist's Mother"? . . . (3) Who is the legendary mother, beloved by all children because of her nursery rhymes? . . . (4) Which one of our presidents said this: "All I am, or can be, I owe to my angel mother." . . . (5) What does "Alma Mater" mean? The answers appear on page four.

"Beware the fellow with the smooth line. There's not a word of troth in what he says." — Ray Cvikota

FASCINATING FACTS — No bird of prey, except the shrike, has the power of song . . . A pair of women's stockings contain almost four miles of thread . . . The patterns of zebra stripes, like fingerprints, are never identical . . . Nearly 3,000 farms in the United States are now certified as "Tree Farms"; their principal crop is lumber and other wood products . . . If a person in New York could shout loud enough to be heard in Australia, the sound would arrive there in 14 hours.

"Does a bird need to theorize about building its nest, or boast of it when it is built? All good work is essentially done that way—without hesitation; without difficulty; without boasting." — John Ruskin

HUDSON Newsletter SUPPLEMENT

TO HELP YOU GET THE GREATEST SATISFACTION FROM YOUR CAR

HOW TO AVOID UNSTEADY DRIVER—A car coming toward you is following an unsteady course—weaving from one side of the road to the other—as though the driver had lost control. What should you do to avoid being hit? Try to dodge to the left of him if he heads your way? Definitely NOT . . . because he may gain control just in time to meet you head-on. Instead: (1) Stop as fast as you can and pull to the right as far as possible. (2) Blow your horn and, at night, blink your lights. (3) If the driver shows no signs of recovering control and a crash appears imminent, leave the road at right.



Spring bob: A la mowed.

TOP TIPS—For the care of your convertible top . . . DO: 1—Brush at least once a week. 2—Wash when necessary with mild soap and warm water, rinsing well. 3—Park in shade when possible. DON'T: 1—Fold down wet or damp top (results in mildew, rot, and maybe shrinkage). 2—Attempt to remove spots with gasoline, naphtha, or other cleansers (art gum is safe). 3—Use "preservatives" not recommended by car manufacturer (may contain agents harmful to that specific fabric or waterproofing).

Top soil: Dandruff.

WHEN LIGHTNING STRIKES—Safest place in the world during May's slam-bang electric storms is right in your own steel-topped car, according to Westinghouse laboratory tests involving the repeated blasting of an occupied car with 3,000,000 volts of man-made lightning, resulting in no effect on vehicle or driver!

Collector's item: Income tax.



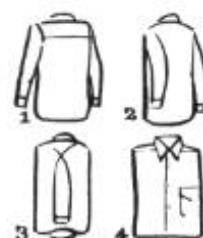
TRY THESE TESTS—1—Depth Perception: At arm's length, hold a pencil in each hand, erasers pointing to each other, about three feet apart. Bring pencils together swiftly. A driver with good eye-judgment should be able to make the erasers meet the first time! 2—Tunnel Vision: Hold a pencil upright in each hand beside your ears. Stare straight ahead and move the pencils slowly forward. A driver with good peripheral vision will see the pencils when they are even with his eyes—a field of vision of about 160 degrees. This angle narrows at high speeds.

Budget problem: Too much month left over at the end of the money.

SOFT SOAP STOPS SNEAK LEAKS—To cure a leaky tire valve, or to make sure a new one seals properly, simply smear a little soft soap on the rubber parts of the valve core.

Ambushed: Very, very tired.

GOOD TRAVEL TIP—To pack shirts so they'll take less space in that jam-packed suitcase: 1—Button shirt and lay face down on flat surface. 2—Fold back left side, smoothing sleeve. 3—Ditto right side. 4—Fold tail back over cuffs, then fold again, bringing first fold up to shoulder seam. Finished job measures 8 x 10, small enough to fit in a brief-case! (See sketch).



H

OW YOUNG ARE YOU?

In Julius Caesar's day, 25 was ripe old age. A "Gay Nineties" worker was ready for the scrap heap at 40. Today, life expectancy sky-rockets. For the third time in a 77-year life-span Winston Churchill thunders against the foes of freedom; 90-year old Grandma Moses, who created a sprightly new career in art at 80, is really "living it up", and *your* best years are ahead of you!

Then too, according to Mr. George Lawton, author and Director of the Old Age Counselling Center, New York City, your MENTAL POWER doesn't reach its peak until 60, WISDOM increases constantly, while CREATIVE ACTIVITY *never* declines!

Ladies will like to know that in Europe no dramatic heroine is taken seriously unless in her 30's . . . woman gains greatest charm around 50 . . . and may even be a "femme fatale" at 80!

You'll be interested in the age that persons reach before achieving "professional maturity" (you drive best from 45 to 52, also according to Mr. Lawton) . . . chemists, 41; inventors, poets, and playwrights, 44; novelists, 46; soldiers, 47; actors and composers, 48; artists and clergymen, 50; doctors and politicians, 52; astronomers, mathematicians, and humorists, 56; historians, 57; lawyers and naturalists, 58. Some do their finest work much later. Verdi was over 70 when he composed his supreme operas. Gladstone at 83 formed his fourth British government, and Titian painted his greatest masterpieces in his 90's.

Of course, it isn't mere longevity—it's a long, active, *useful* life that makes for fame, fortune, and happiness.

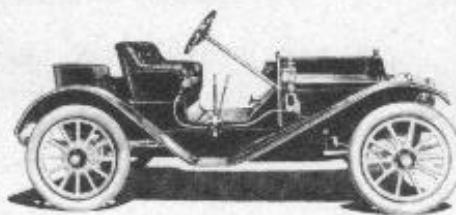
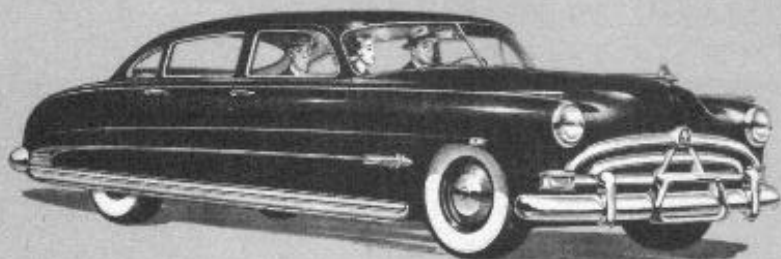
So never mind the lies the calendar tells about your birthdays. Take the dictionary's word for it that "young" means "... fresh, strong, vigorous, enthusiastic . . ." And, come 65, your biggest problem will be what *new* career to turn your youthful enthusiasm to, while snapping your fingers at Social Security checks!



FRANKLIN

The best years

of your



Hudson —The Most



QUEEN

"A new le
owner wh
new 1951

"Founta
Hudson wi
to its perfe
rugged Mo
Cushioned

In unce
trouble-fre



MICHELANGELO



CLARA BARTON



EDISON

Years of
Life



QUEEN VICTORIA



G. W. CARVER



GOETHE

Benjamin Franklin

Penniless Ben Franklin made his fortune as a printer and "retired" at 38, to begin greater careers as scientist, soldier, scholar, inventor, philosopher, writer and statesman. Ambassador to France at 77, Paris was won by the youthful spirit of Franklin who, by 84, had "... seized from kings their sceptered pride and turned the lightning's darts aside!"

Michelangelo

St. Peter's—world's mightiest cathedral—designed in Michelangelo's 89th year, climaxed a nine-decade mastery of painting, sculpture, architecture, and poetry.

Clara Barton

Teacher at 15, first woman Patent Office clerk, Civil War battlefield nurse, founder of American Red Cross at 60, angel of mercy till 91.

Thomas Alva Edison

Your car wouldn't go without Edison. *Fifty thousand* experiments to perfect the storage battery! "Genius is 2% inspiration and 98% perspiration" said the 85-year old wizard of electricity, radio, movies, etc.

Johann Goethe

Goethe at 83 completed his sublime "Faust," story of an old man who sold his soul to the Devil in vain search for "lost youth".

George Washington Carver

Son of slaves, George Washington Carver devoted 80 years aiding agriculture, developing 500 products from peanuts, potatoes, and pecans—wood-shavings marble—corn-stalk rope—dandelion dye—awarded Fellowship in Royal Society of Arts for paintings with red, blue, and purple pigments from Alabama earth.

Queen Victoria

Queen at 18, Victoria ruled 64 years, extending Britain's Empire to its zenith.

... on life . . . !" That's the happy feeling that comes to the confident Hudson when he sees those scare-headlines "SHORTAGES PREDICTED!!!" He *knows* his Hudson is America's longest-lasting car.

... in of youth" for your Hudson is its long-lasting youthfulness of design. And through its years-ahead Step-Down Design *keeps* its enthusiastic youthful vigor, thanks to its fully balanced, time-tested engine with the hardest blocks in the industry . . . its noble Body-and-Frame* . . . life-saving Triple-Safe Brakes . . . durable Fluid-Clutch . . . and many other exclusives.

... certain times like these the one car certain to satisfy you *best* with most years of motoring *life* is the long-lasting . . .

*TRADE-MARK AND PATENTS PENDING

HUDSON brings you the car for the long tomorrow, backed by a heritage of 42 years as pioneer of the new and better things of the automotive industry.

DURABLE car your money can buy

H HUDSON H HEADLINES AND B BY-LINES

HUDSON TROPIC TOPIC — A New Hudson was recently shipped to one of the south sea islands for delivery to a customer. However, in the manufacturing process, one of the specifications went haywire. So the car arrived with mohair upholstery, instead of the leather originally ordered . . . The Hudson distributor howled his protest. "You don't realize what you did!" he fumed. "My customer arrived to pick up his car, and he was wearing a grass skirt!"



"She was so slippery she cried soapy water." — Arthur "Bugs" Baer

Places To Drive Your Hudson in May

- 1 Annual Tarpon Roundup opens, St. Petersburg, Florida
- 1-6 Holiday in Dixie, Shreveport, Louisiana
- 1-12 Kern County Spring Festival, Bakersfield, California
- 1-15 Dogwood in Bloom, Valley Forge, Pennsylvania
- 1-31 Tulip Display, East Rock Park, New Haven, Connecticut
- 2 Tulip Time Festival, Holland, Michigan
- 3 Strawberry Festival, Humboldt, Tennessee
- 3 Corn Dance and Ceremonial Races, Taos Pueblo, New Mexico
- 3-5 Washington State Apple Blossom Festival, Wenatchee
- 4 Rose Festival, Little Rock, Arkansas
- 5 Kentucky Derby, Churchill Downs, Louisville, Kentucky
- 5 77th Annual Running of the Kentucky Derby at Churchill Downs, Louisville, Kentucky
- 6 May Day Slalom, Arapahoe Basin, Colorado
- 8 Cotton Carnival, Memphis, Tennessee
- 12-19 Annual Tulip Festival, Albany, New York
- 14 Air Show, Newport, Oregon
- 15 Lilac Festival, Spokane, Washington
- 15-30 Bear Hunting Season, Statewide, Arizona
- 15-July 21 Hollywood Park Horse Racing, Hollywood, California
- 18-19 New England Music Festival, Rutland, Vermont
- 18-19 Bach Choir Festival (Lehigh University), Bethlehem, Pennsylvania
- 21-July 3 Harness Racing, Westbury, Long Island
- 25-26 6th Annual New Hampshire Folk Festival, University of New Hampshire, Durham, New Hampshire
- 26-July 5 Albuquerque (Old Town Plaza), All-New Mexico Art Show, New Mexico
- 30 Annual Memorial Day Program, Biloxi, Mississippi
- 30 Wind River Boat Race, Thermopolis, Wyoming
- 30 500-Mile Auto Race, Indianapolis, Indiana
- 30 Memorial Day Air Show, Iowa Falls, Iowa
- 30 500-Mile Automobile Speed Classic, Indianapolis Motor Speedway, Indiana

FANCY VS. FACT — Ever wonder just how the automobile manufacturers manage to get those pretty pictures of their new models embellished by attractive girls — when the weather is so cold in Detroit? . . . Well, here's how Hudson's publicity department recently did it. First, the new model (the Hudson, not the girl) was shipped by truck to Cincinnati, by barge down the Mississippi and then trucked to Florida. But the regular beach wouldn't do. It was too easy to get stuck in the sand and attract crowds that disturb models and cameramen . . . So they took the car to Cypress Gardens, where they built an artificial beach of concrete covered with tons of sand trucked in from Daytona Beach. The results, we'll all agree, are pleasant.

"An atheist is a man with no invisible means of support." — Walter Damrosch

SHIPPING THE HARD WAY — If you are plagued by railroad strikes, accidents and other shipping tie-ups, you will sympathize with the Hudson Export Department. To reach the inland border cities of Ecuador, Colombia and Peru, cars must be shipped via the Atlantic and then three thousand miles down the Amazon River . . . Although the Hudsons are destined for points only a few hundred miles inland from the Pacific shoreline, the mountains along the coast are so high and rugged that they are virtually impassable. Storage and freight charges would be prohibitive . . . A Hudson shipped recently into the interior of Ecuador had to be completely dismantled and carried in pieces via muleback.

"Let the people know the truth, and the nation will be safe." — Abraham Lincoln

LONDON BOUQUETS FOR HUDSON — A London taxi driver recently wrote Hudson Motor Car Company a very interesting commentary on Hudsons which we quote in part: "I swear by a Hudson car. I bought a 1937 Model Hudson with a mileage on the clock of 35,000. I have since covered a further 20,000 miles with no trouble at all. The only oil this car has used came with oil changes . . . I can still get 80 M. P. H. without overdoing it, and the petrol consumption is around 16 M.P.G. It still has its original upholstery, still as new despite very heavy usage. There is no rust on the body, even underneath the car is like new . . . The car is a credit to the makers. I thought you might be interested in how your older models are still standing up to hard going." . . . Signed, George E. Seth.

**MANY HUDSON OWNERS HAVE REQUESTED OCCASIONAL ITEMS ON
"HOW TO TAKE GOOD CARE OF MY HUDSON." HERE'S A SUGGESTION:**

HOW TO INSURE FINE CLUTCH PERFORMANCE -- Hudson Owners know that nothing is so smooth as the Hudson clutch. It is a Fluid Cushioned Clutch, incorporating a single cork-insert disc and is used exclusively by Hudson to assure smooth engagement. The unit is triple sealed against fluid loss to guarantee long life . . . The Hudson Owner need only lubricate the clutch regularly and make a periodic check of the pedal-to-floorboard clearance to insure full travel of the clutch pedal . . . The clutch throwout bearing and the clutch pedal shaft bushings should be lubricated every 1,000 miles. At 5,000 miles, the clutch should be drained and refilled with HUDSONITE CLUTCH COMPOUND, which is produced in Hudson's Engineering Laboratories and is available through all Authorized Hudson Dealers . . . The exclusive use of this compound will assure you smooth, even clutch action and the long-life for which Hudson clutches are famous.

"The atom bomb—it's dynamite."—Sam Goldwyn

GO AHEAD AND GRIPE -- The man or woman who complains the most about his job, his company and his boss usually turns out to be the best worker. The man who whistles while he works doesn't produce as much as the man who gripes . . . Those are among the findings of a four year study by the University of Michigan's Institute of Social Research.



"If honesty did not exist, we ought to invent it as the best means of getting rich."—Honore Mirabeau

WATER, WATER EVERYWHERE? -- Although the average person drinks less than half a gallon of water a day, water consumption in this country for industrial and domestic purposes has rocketed to a staggering 1,000 gallons per capita per day . . . The seven-man Water Resources Commission, appointed by the President and headed by Engineer Morris L. Cook, recommends a federal research program on ground water resources, artificial rain making, and conversion of seawater to fresh water . . . The commission declares: "In terms of the nation's future, such research may well be found to rank with the development of atomic energy."

"The way to stop it is not to start it."—Herbert Hoover

FOR THE LADY OF THE HOUSE -- To clean the bottom of an electric iron, use waxed paper with salt on it . . . To bake potatoes in half the usual time, leave them in boiling water for 15 minutes before putting them in the oven . . . To open newly sewed seams, or to flatten lace and rickrack as you iron, use a stiff, dampened tooth brush . . . Hot water bottles will stay hot longer if the air is squeezed out of them and they are filled half full of hot water . . . White shoe polish can be used to clean white venetian blind tapes . . . Use left-over starch in your mop-water. It is said to make linoleum shiny and cuts down on wax jobs.

"There are two kinds of people we should never judge—those in sorrow and those in love."—Anne C. E. Allenson

SIGNS OF THE TIMES -- Slogan on soft drink truck: "Thirst Come - Thirst Served" . . . New children's dish on Long Island restaurant menu: "Hopalong Casserole" . . . Sign in Nashville junk dealers lot: "All Cars in First Crash Condition" . . . Notice in Boulder Creek (Calif.) sandwich shop: "Second cup of coffee, 5c. This sign comes down when coffee does" . . . Headline on taxidermist's promotion literature: "Eat your trophy and have it too." . . . Sign on Clinton (Ky.) school building, where Alben Barkley once worked as a janitor: "Vice-President Barkley Swept Here."



"If you would win a man to your cause, first convince him that you are his true friend. Therein is a drop of honey that catches his heart, which, say what he will, is the greatest highroad to his reason."—Abraham Lincoln

NEWS OF NEW THINGS — A new, safe product to guide overweight people in shedding excess poundage without drugs, special diets or exercise has been introduced. Unlike other methods, it does not curb the desire to eat, but acts to suppress bulk hunger and reduce food intake . . . Furniture won't wobble anymore if you use a new gadget that is inserted on chair or table legs. It is said to adjust automatically to floor level because of silicone "putty" inside . . . A new water demineralizer comes equipped with a direct-reading meter that indicates water purity . . . Parents who are constantly pulling their electrified children away from sockets will welcome a new plastic, built-in safety cap which automatically closes the outlet when it is not in use . . . A new golf ball on a special rocking disc helps the linksman keep in form without chasing a woolen practice ball. When hit properly, the ball spins freely on the disc. When flubbed, it remains stationary . . . Names and addresses of suppliers may be obtained by writing to Hudson Newsletter, 431 Howard St., Detroit 31, Mich.

"Nearly every one can suggest necessary sacrifices that wouldn't hurt a bit for the other fellow to make." —C. Norman Collie



EVERYTHING BUT A STAGE-COACH — If you are willing to make plans ahead of time and have the stamina, you can do a lot of traveling in a day's time. A Hudson official on a tour in the West recently had such a day . . . At 8:15 A. M., he flew from Phoenix to Tucson, Arizona and spent more than an hour with the Hudson Dealer. At 11, he flew to Las Vegas, Nevada, where he changed for a plane to Salt Lake City. He left the Utah city about 4 P.M. on a plane for Pocatello, Idaho, then caught a cab to the railroad station and boarded the "City of Portland" for a ride to Shoshone, Idaho . . . He arrived at Shoshone about 6:45, and at seven he took a bus for Sun Valley, arriving there about 9 . . . This hectic itinerary required seven separate carriers.

"Then there is the playboy, so rich he has an unlisted draft number." —Earl Wilson

ANSWERS TO MOTHER'S DAY QUIZ — (1) Carnation; (2) James Whistler; (3) Mother Goose . . . (4) Abraham Lincoln and (5) "Alma Mater" means "Fostering Mother" (the institute of learning where one was educated.)

"In Old Testament days, it was a miracle if an ass spoke. How times have changed." —Stanley J. Meyer

THE TIE THAT BINDS — Recent statistics from the Metropolitan Life Insurance Company indicate plainly a one-word formula for a lasting marriage: Children . . . Of 1,000 marriages with no children, 15.3 ended in divorce. With 1,000 couples having one child, 11.6 took their troubles to the judge . . . Thereafter, the figure keeps declining until only 4.6 divorces occur in 1,000 marriages with four children or more.



"A man first worries about his hair apparent—then his hair not apparent." —Macrcelene Cox

SO YOU'RE A GOOD DRIVER — Can you prove that you're really a good driver? Sure, you have a driver's license, but so what? . . . In Idaho or Missouri, you can obtain a driver's license without taking any test at all. If you hold a license from any one of 19 other states, you could have gotten it without proving your driving capabilities . . . And if you are middle-aged, you could possibly hold a "grandfather's license" — so-called because it's one that you were given automatically when driver licensing laws went into effect in your state over 20 years ago and renewed periodically on a test free basis . . . The American Association of Motor Vehicle Administrators is plumping for a four-ply test on physical capability, knowledge of traffic laws, knowledge of road signs and driving capability.

Send your correspondence to Hudson Newsletter,
431 Howard Street, Detroit 31, Michigan

Your Hudson Reporter